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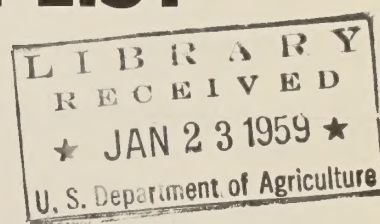
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PELARGONIUMS



WHOLESALE PRICE LIST

1957-1958



HENLEY FLORAL CO.

R. M. HENLEY

PELARGONIUM SPECIALISTS

WM. R. HENLEY

1510 So. Walnut St.

Phone 175

Hartford City, Ind.

QUALITY PLANTS FOR 43 YEARS



EASTER GREETING

STANDARD VARIETIES

The 26 varieties listed below are all good pot plant varieties. The colors represented include red, pink, salmon, white, purple, lavender, orchid, variegated pink and white, variegated salmon and white, and "pansy-type" varieties.

AZALEA: Rosy red. Free bloomer and very large flowers and clusters. Two upper petals darker with blotches; lower petals lighter colored.

BABY SNOOKS: This is a new color in the pansy pelargonium class. Lower petals palest orchid pink; top petals same ground color, heavily veined rose-violet, with deep red-black blotch in center, flushed raspberry toward petal edges. Very free flowering.

BEVERLY HILLS: Amaranth pink. Similar to German Glory with slightly larger flower. Early bloomer and good grower.

CHICADEE: Another pansy pelargonium. Lavender. Upper petals, deep violet blotches. Lower petals, violet eyes. Medium sized pansy-like flowers. Blooms freely on bushy plant.

EASTER GREETING: Red flowers with each petal marked with a large black blotch. Variety remarkable because of its long blooming season which begins in March. One of the most popular varieties.

EDITH NORTH: Color salmon pink, shaded deeper on upper petals, blotches dark brown. It is a very vigorous grower, holding its trusses of flowers well above the foliage.

ERNEST BRUNTON: Camellia red with large crimson blotches on petals. Large flowers. Makes well shaped plant.

GARDENER'S JOY: White with blotches of deep brown. Large clusters of flowers and beautiful foliage. Same as "Mother." A good white variety.

GERMAN GLORY: Large clusters of amaranth pink flowers. Blooms early and makes robust growth.

GROSSMAMA FISCHER: Rich clear salmon color. Large ruffled flowers with dark blotches. Early bloomer. Excellent variety.

LAVENDER QUEEN: Beautiful lavender color with large head of bloom. Long flowering period. One of the most popular lavender.

For the past 43 years we have specialized in the propagation and growing of pelargoniums. Since our purchase of the greenhouses in 1914 the business has remained under the same ownership and management.

We strive to always produce top quality plants. No expense is spared to have our stock healthy and free of disease or injurious insects as we realize that clean, strong, well rooted plants are important to our customers.

We have many greenhouses devoted exclusively to pelargoniums. Our stock is arranged so that propagation is continuous throughout the year. Each year old varieties are discarded as newer and better ones become available. Selection of varieties is made to offer a complete color range of varieties best suited for pot plant culture.

Pelargoniums are popular blooming pot plants for spring sales during April and May. The earliest varieties begin blooming in March, and others in April, and continue blooming through April, May, June and later.

With each order we enclose a cultural leaflet which gives instructions concerning the growing of pelargoniums. Refer to this leaflet for suggested pinching dates, information about how to prevent shattering of petals, and general growing suggestions.

LOIS MAC KAY: Clear rose-pink with maroon blotches. Large head of bloom.

LOWELL: Vivid scarlet red with black blotches on all petals. Distinctive foliage.

LUCY BECKER: Rosy pink. Sport of Easter Greeting and is like it in everything but color. A very early bloomer and a good variety. Long period of bloom.

MAC KAY NO. 2: Dark salmon color. Similar in color to Edith North but with slightly larger florets. Very good. Makes well shaped plant.

MAC KAY NO. 10: White tinged with pink. One of the best white varieties. Beautiful variety.

MAC KAY NO. 12: Light lavender with reddish blotches on two upper petals. Good strong growing variety.

MARIE VOGEL: Red, shaded with salmon, with dark blotches on upper petals. Upright grower. Flowers very

large, slightly waved. Free bloomer. Long period of bloom and very early. Very popular.

MRS. F. BACHLER: Deep rose-red. Makes quick, strong growth. Large flowers. Popular variety.

MRS. LAYAL: True pansy pelargonium. Coloring is white, dark purple, black, etc. Begins blooming early in March. Small flowers resemble pansies. One of the best early varieties.

MRS. MARY BARD: Pure white with light pink veinings. Compact grower. Very good.

ORCHID EDITH NORTH: Orchid pink sport of Edith North. Darker blotches on the two upper petals. Strong, upright grower and an early bloomer.

PINK VOGEL: Sport of Marie Vogel. Clear pink, with dark blotches on upper petals. Flowering and growing habit similar to Marie Vogel. A beautiful variety.



EDITH NORTH

SANTA MONICA: Light rose pink with carmine blotches. Very large flowers. Early blooming variety.

SALMON SPRINGTIME: Beautiful salmon rose pink, with base of petals white. Excellent early blooming variety.

SPRINGTIME: Distinctive bright pink color with throat of the flower almost pure white. Flowers daintily ruffled. Very long period of bloom beginning in April.

PREMIUM VARIETIES

The four varieties listed below are more recent introductions. We have tested these varieties for the past four years, and we find all four varieties make excellent pot plants, and are outstanding in their color range. We can recommend them to you.

CIRCUS DAY: Pink. Upper petals deep pink with medium large velvety, brown-lilac blotches flushed with salmon. Large heads of very large flowers. Definitely superior to many other pink varieties.

CONSPICUOUS: Shining oxblood or wine red, with elongated black spot in lower petals, veining and blotch in top petals; waved petals edged with black hairline. Very large and free flowering. Conspicuous is one of the showiest and most distinctive varieties introduced in years.

GAY NINETIES: White upper petals, with medium sized blotches. Lower petals with a few veins to center. Beautiful large round ruffled flowers. Makes well shaped plant that is a valuable addition to the "white" pelargoniums.

GRAND SLAM: Rosy red, with slight salmon undertone. Top petals with velvety red-brown spot, flushed salmon at edge of petals. Large flower heads of waved petals. This variety is popular and very good.

PRICE LIST

STANDARD VARIETIES

The 26 varieties listed below are all good pot plant varieties that have been selected by us during the past 43 years.

Azalea	Grossmama Fischer	Mrs. F. Bachler
Baby Snooks	Lavender Queen	Mrs. Layal
Beverly Hills	Lois MacKay	Mrs. Mary Bard
Chicadee	Lowell	Orchid Edith North
Easter Greeting	Lucy Becker	Pink Vogel
Edith North	MacKay No. 2	Santa Monica
Ernest Brunton	MacKay No. 10	Salmon Springtime
Gardener's Joy	MacKay No. 12	Springtime
German Glory	Marie Vogel	

Size	Per Dozen	Per 100	Per 1000
Rooted Cuttings	\$2.20	\$15.00	\$140.00
2 1/4 inch	2.90	20.00	190.00
3 inch	3.90	28.00	270.00
4 inch	6.00	45.00	
5 inch	Available in March, April and May. Write for prices or see our ad in the trade papers.		
6 inch			

PREMIUM VARIETIES

The four varieties listed below have been introduced in recent years. All are outstanding in their color range.

		Circus Day Conspicuous		Gay Nineties Grand Slam	
Size	Per Dozen	Per Dozen	Per 100	Per Dozen	Per 100
Rooted Cuttings	\$3.00	\$3.00	\$22.50		
2 1/4 inch	3.90	3.90	28.00		
3 inch	4.90	4.90	37.50		
4 inch	7.20	7.20	55.00		
5 inch	Available in March, April and May. Write for prices or see our ad in the trade papers.				
6 inch					

6 of one variety	at dozen rate
25 of one variety	at 100 rate
250 of one variety	at 1000 rate

NO PACKING CHARGE

For Shipment in Neponset Paper Pots add:	
2 1/4 inch	\$1.25 per 100
3 inch	1.50 per 100
4 inch	2.00 per 100

TERMS OF SALE

PAYMENTS: 3% discount for cash with order; 2%/10 days after date of invoice; net/30 days to firms with satisfactory credit rating.

C.O.D. SHIPMENTS: We ship C.O.D. only to firms with a satisfactory credit rating. Unrated firms should enclose check, money order, or cash with order to insure prompt shipment.

METHOD OF SHIPPING: Shipments will be made by 2nd Class Railway Express, unless we are instructed otherwise. (The 2nd class express rates are 25% lower than 1st class rates.) Shipments can also be made by Air Express or Air Freight. Light weight shipments can be made by parcel post.

CLAIMS: If there is loss due to delay enroute, or damage such as freezing, over-heating, or breakage due to mis-handling enroute, report such loss to your express agent immediately. Then obtain a "Bad Order Report" from your agent, and file a claim with him. For claims against the post office, see your local postmaster. When the delivery agent accepts the shipment our direct responsibility ceases.

OUR GUARANTEE: We endeavor to make every shipment satisfactory to our customers. Should any shipment not be as we represent, please report to us at once. Then we will write promptly to you.

SUBSTITUTIONS: If no substitution is desired, please state "no substitution" on your order. Otherwise, to make prompt shipment we will substitute similar varieties, if necessary, to make shipment of your order within a reasonable time.

SHIPMENT IN NEPONSET PAPER POTS: Plants which must be several days enroute hold moisture better if shipped in Neponset Paper Pots. The slight additional cost of the paper pots is listed elsewhere on this price list.

PACKING: All plants and cuttings are packed upright in wood or corrugated boxes. Each plant is wrapped individually in newspaper. Cuttings are wrapped in wax paper with their roots in damp sphagnum moss.

CERTIFICATE OF INSPECTION: A certificate of inspection, issued by the Indiana State Entomologist, certifying in our plants to be free of injurious insects or diseases, is attached to each shipment. We are not in, or near, the Japanese Beetle Zone.

CULTURAL INFORMATION: A printed cultural leaflet on the growing of pelargoniums is enclosed with each shipment. Refer to this leaflet for data concerning suggested pinching dates, general growing suggestions, and information about how to prevent shattering of the petals.

WE ARE BEDDING PLANT SPECIALISTS

We offer to the wholesale trade during the fall, winter, and spring months top-quality rooted cuttings, 2¼ inch, 3 inch and 4 inch of the following plants:

ACHYRANTHES

AGERATUM

FUCHSIAS

COLEUS

LANTANAS

PELARGONIUMS

VINCA VARIEGATA

DUSTY MILLER

IMPATIENS SULTANI

OTHER BEDDING PLANTS DURING MARCH, APRIL AND MAY

ALSO POINSETTIAS DURING SUMMER AND FALL MONTHS

BEST VARIETIES AVAILABLE

WRITE FOR OUR PRICE LISTS

HENLEY FLORAL CO.

1510 South Walnut Street
HARTFORD CITY, INDIANA

RETURN POSTAGE GUARANTEED

BULK RATE
U. S. POSTAGE
Paid

Hartford City, Ind.
Permit No. 28